

Amendments to the Claims

This Listing of Claims replaces all prior versions, and listings, of claims in this application.

1-15 (Cancelled).

16. (Original) A mailer system, comprising:

a sheet having a plurality of weakened separation lines thereon defining an outline of a combination postcard-card mailer separable therealong from the rest of the sheet after indicia has been applied to the mailer wherein at least one of the lines defines a line of separation between a postcard and a card of the combination mailer; and

media containing program instructions allowing a user to design and print on a personal computer system the indicia on the mailer.

17. (Original) The system of claim 16 wherein the media is a CD.

18. (Original) The system of claim 16 wherein the indicia is printed on the postcard in a portrait direction of the sheet and the indicia is printed on the card in a landscape direction of the sheet.

19. (Original) The system of claim 16 wherein card is a rectangular business card, and the separation lines define a disposable small sheet rectangle positioned at an end of and adjacent to the postcard and at an end of and adjacent to the business card, whereby the combination mailer and the small sheet rectangle together define a rectangle on the sheet.

20. (Original) The system of claim 16 wherein the card is a rectangular business card.

21. (Original) The system of claim 16 wherein the card is a rotary card.

22. (Original) The system of claim 16 wherein the sheet includes a calendered printer-infeed end edge.
23. (Original) A method, comprising:
 providing a sheet having a plurality of weakened separation lines thereon defining an outline of a combination postcard-card mailer separable therealong from the rest of the sheet after indicia has been applied to the mailer wherein at least one of the lines defines a separation line separating a postcard and a card of the combination mailer;
 applying indicia on at least one of the postcard and the card; and
 after the applying, separating the combination mailer from the rest of the sheet.
24. (Original) The method of claim 23 wherein the applying includes designing the indicia on a personal computer using a user's existing software.
25. (Original) The method of claim 23 wherein the applying includes designing the indicia on a personal computer using new software specific to the combination mailer.
26. (Original) The method of claim 25 wherein the new software is supplied to the user in a retail package with the combination mailers.
27. (Original) The method of claim 23 further comprising after the separating, mailing the combination mailer to a recipient.
28. (Currently Amended) The method of claim ~~[[24]]~~ 23 further comprising the recipient separating the card from the postcard along the separation line.
29. (Original) The method of claim 23 wherein the applying includes passing the sheet through a printer which prints the indicia on the mailer.
30. (Currently Amended) The method of claim ~~[[26]]~~ 29 wherein the sheet includes a calendered edge, and the passing includes feeding the sheet calendered edge first into the printer.

31. (Original) The method of claim 23 further comprising custom designing on a personal computer system the indicia.
32. (Original) The method of claim 23 wherein the indicia includes indicia on the postcard and indicia on the card.
33. (Original) The method of claim 23 wherein the indicia is printed by a printer on the postcard in a portrait direction on the sheet and on the card in a landscape direction on the sheet.
34. (Original) The method of claim 23 wherein the card is a rectangular business card.
35. (Currently Amended) The method of claim ~~[[24]]~~ 23 wherein the card is a rotary card.
36. (Original) The method of claim 23 further comprising applying a stamp to the postcard.
- 37-45 (Cancelled).